

Fluidity
CLOTHING

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R O A D M A P

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 3. Customer Experience & User Experience
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 7. Celebrating Fluidity Clothing
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OBJECTIVE

Rebuild e-commerce website with a focus on conversion rate optimisation (CRO), implement an email marketing strategy, incorporate Google Shopping and Search Ads, enhance customer experience (CX) and user experience (UX), and create an engaging customer experience that celebrates Fluidity clothing.



E-COMMERCE WEBSITE REBUILD PLAN

REDESIGN & REPLATFORM

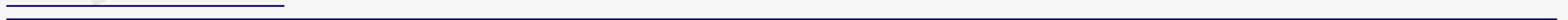
- Objective: Increase conversion rates by optimising the website design and functionality.
- Action: Migration to Shopify (Leading e-commerce platform with an award winning checkout).
- Redesign: Implement A/B testing for various page elements (e.g. call-to-action buttons, layouts, and descriptions).

SPEED; UX & MOBILE FIRST

- Optimise page load speeds to enhance user experience.
- Increase server response time.
- Ensure the website is mobile-friendly and responsive.

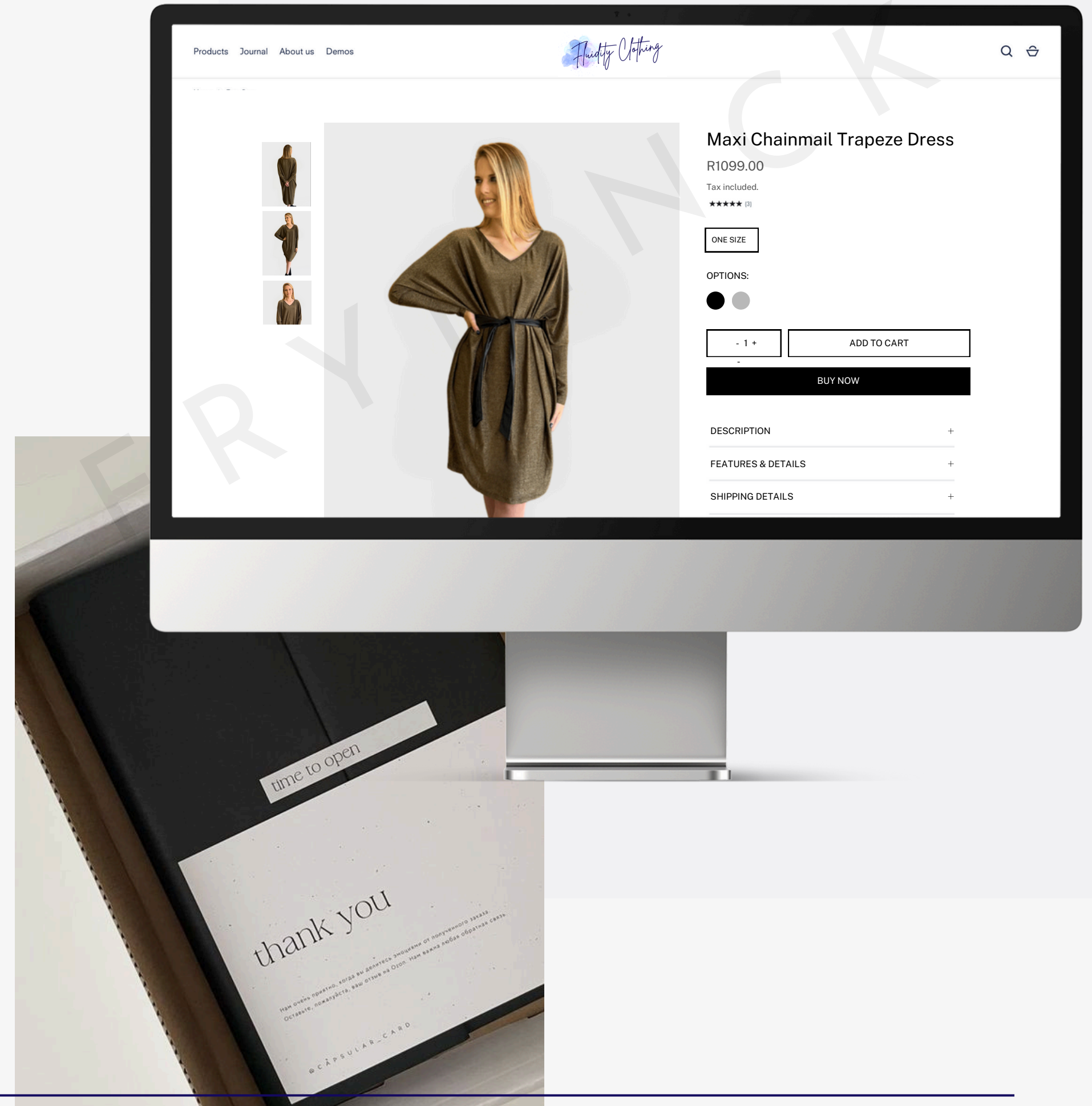
SEO STRATEGY

- Develop a strong Search Engine Optimisation strategy.
- Leverage off domain authority.
- Focus on google search.



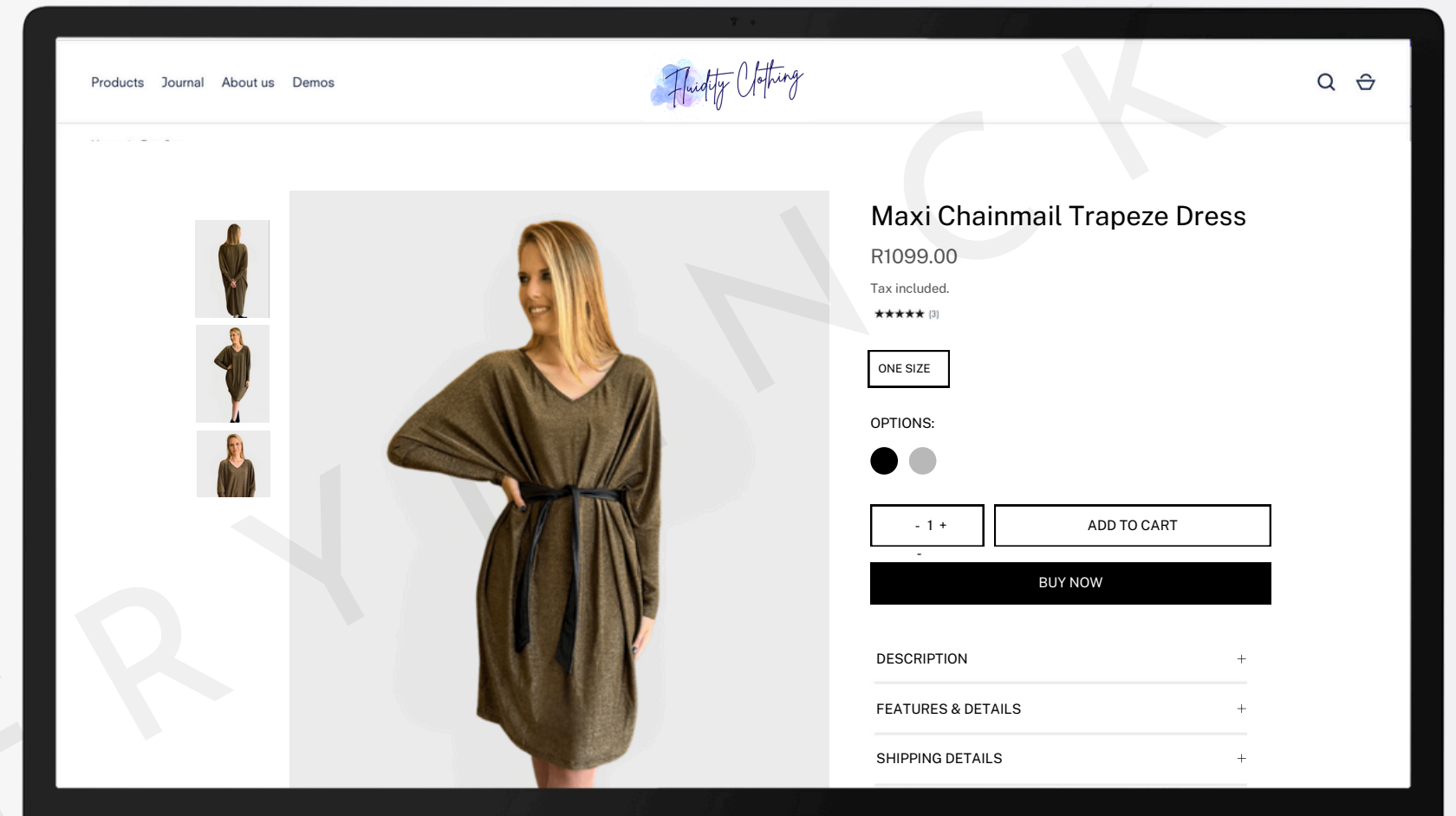
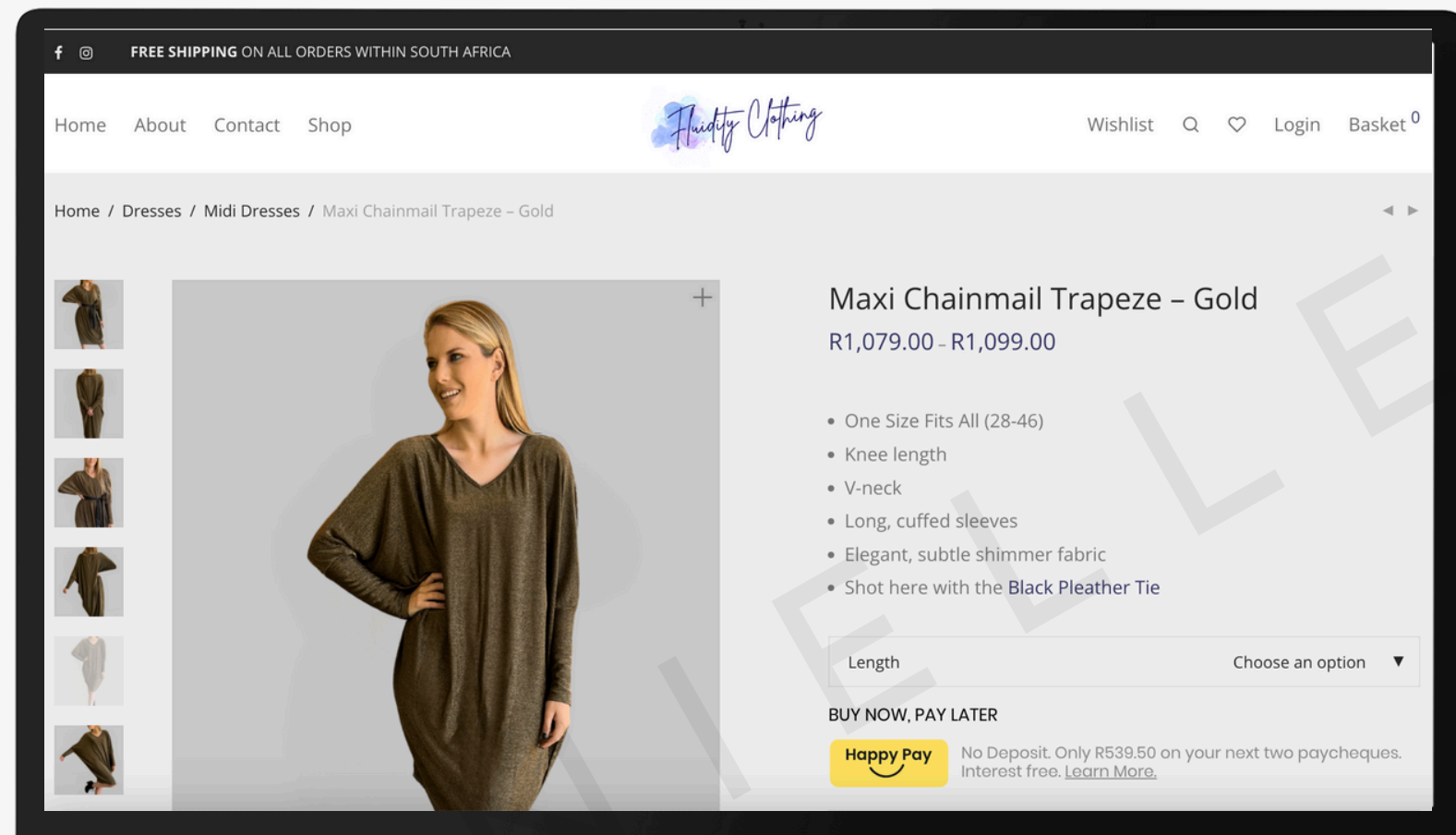
CX & UX

- Objective: Provide an engaging and seamless shopping experience for customers.
- Conduct user research and usability testing to identify pain points.
- Implement intuitive navigation and search functionality.
- Enhance product pages with detailed descriptions, high-quality images, colours, cross sells, up-sells and customer reviews.
- Offer multiple payment options and ensure secure transactions.
- Offer tailored shipping solutions and an unparalleled unboxing experience.



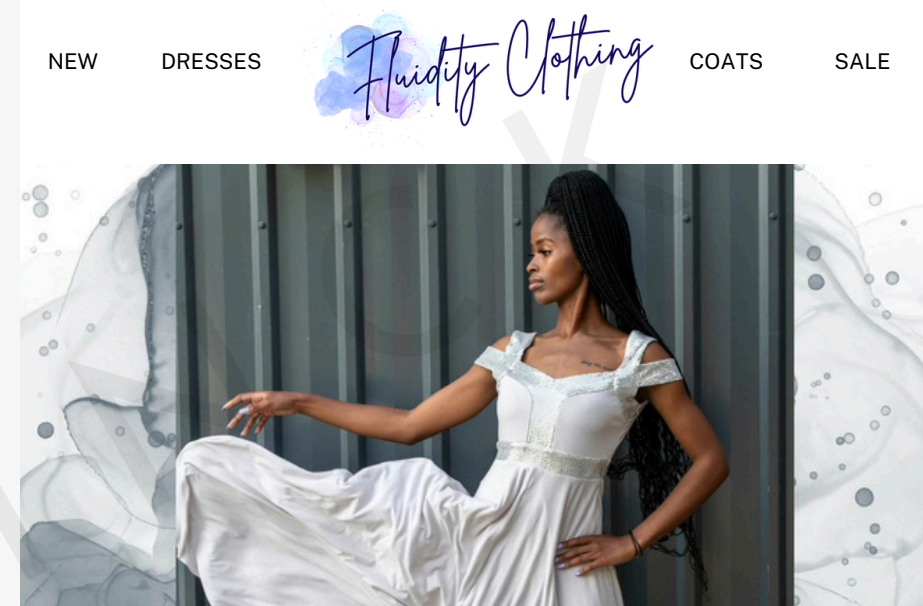
CX & UX

- Clear CTA's above the fold.
- Product options and clear information.
- Transparency of policy on product page.
- Clean design features.



EMAIL MARKETING STRATEGY

- Build and nurture customer relationships to drive repeat purchases.
- Segment email lists based on customer behaviour and preferences.
- Develop personalised email campaigns with targeted offers and content.
- Set up automated email workflows for abandoned carts, post-purchase follow-ups, and re-engagement.
- Monitor email performance metrics (open rates, click-through rates, conversions) and optimise accordingly.



TURN HEADS WITH OUR DAZZLING METALLICS!

Looking to add some shimmer: elevate your look with our metallic bomber. Step into the spotlight with our metallic dresses that flows effortlessly, blending fun and elegance in every shimmering detail.

SHOP DRESSES



BANDEAU DRESS
R849



CHAINMAIL TRAPEZE
R1,079



SEQUINS TRAPEZE
R1,499

SHOP NEW ARRIVALS



Free shipping & returns



Multiple ways to pay.

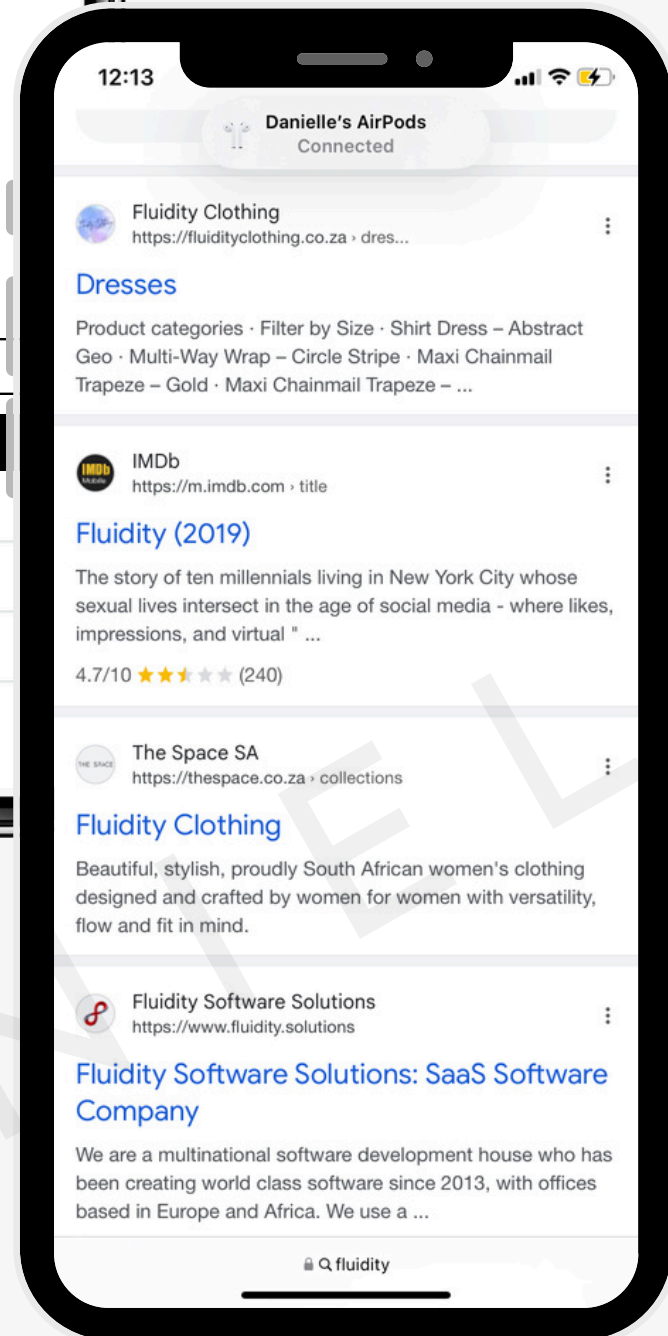
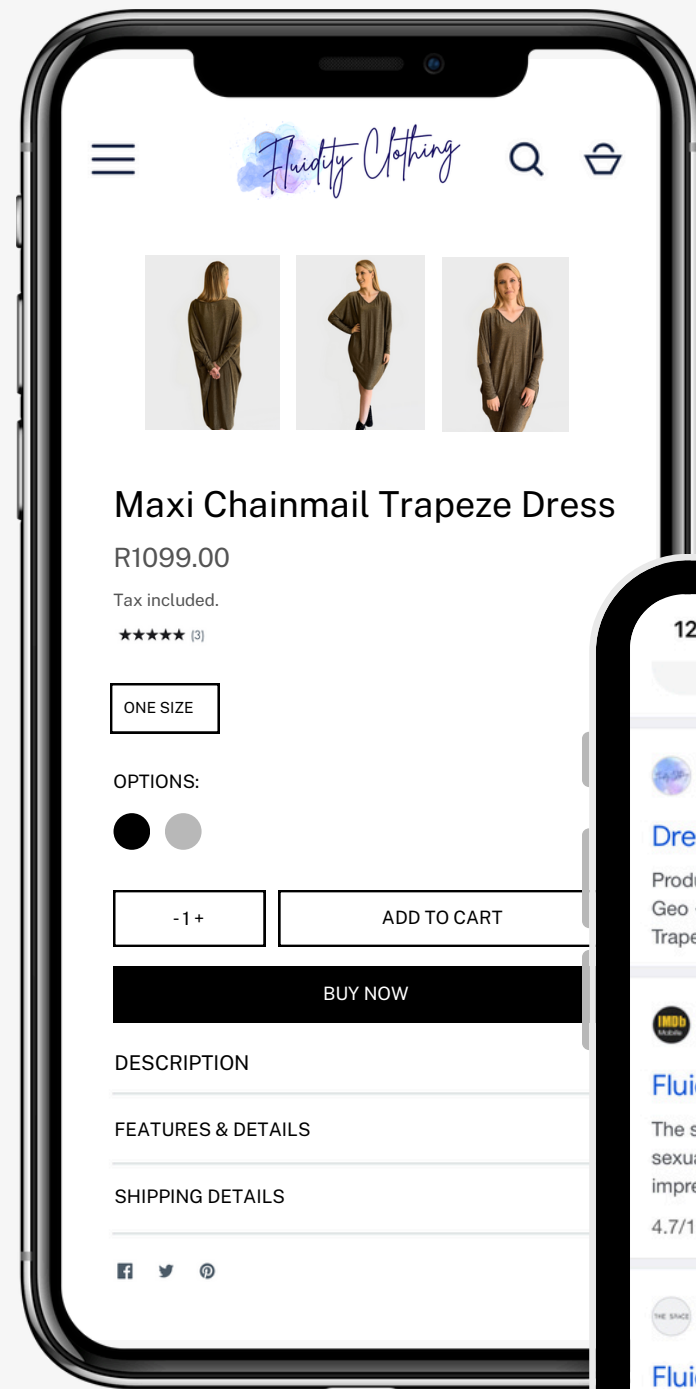


Find a Store.

LET'S CONNECT!



No longer want to receive these emails? [Unsubscribe.](#)
Want to manage your preferences? [Manage Preferences](#)

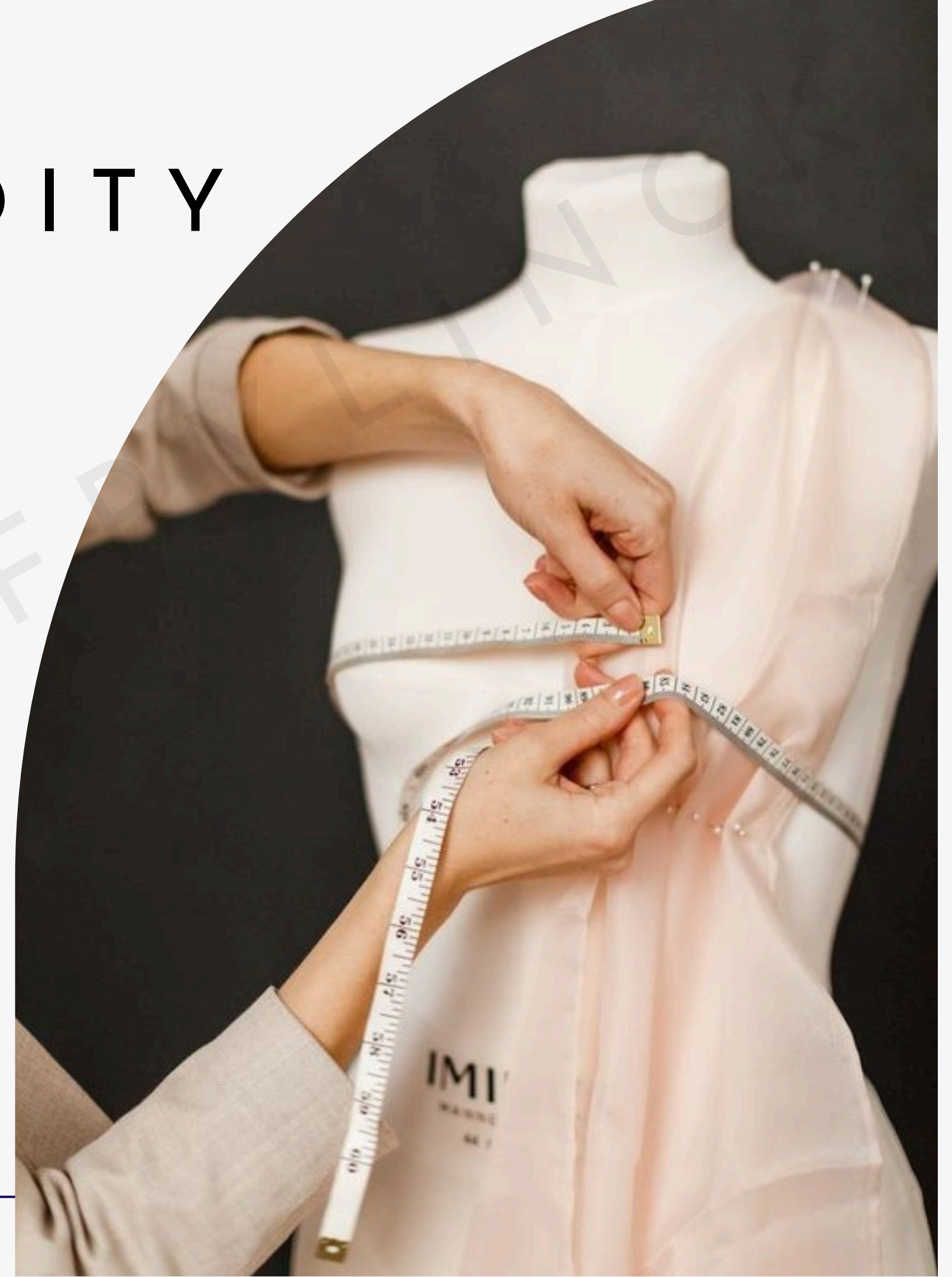


SEO, GOOGLE & SEARCH ADS

- Mobile Optimisation.
- Keyword Optimisation, Meta-titles, Internal linking.
- Sitemaps, Crawl-ability & Index-ability.
- Backlinks, Social Media, Blogging.
- Integrate Google Analytics (reporting & customer insights).
- Google Merchant Centre (Google Shopping Listings).
- Google Search Optimisation and Adwords (Later Stage).

CELEBRATE FLUIDITY CLOTHING

- Highlight the unique aspects of the Fluidity clothing brand to build brand loyalty.
 - Share the brand story and values through engaging content (e.g., blog posts, videos).
 - Feature customer testimonials and user-generated content.
 - Promote exclusive collections and limited-time offers.
 - Create an exclusive and engaging end to end customer experience.
 - Execute a cohesive experience across all marketing and sales channels.
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THANK YOU

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TASK TIMELINE

- Planning: Define project scope and goals.
- Design & Development Website redesign and CRO implementation.
- Email Marketing Set up and launch email campaigns.
- Analytics Setup Integrate and configure analytics tools.
- Launch Google Shopping and Search.
- CX & UX Improvements: Conduct usability testing and enhancements - Ongoing
- Brand Celebration Promote Fluidity clothing- Ongoing